

# TOBACCO PREVENTION AND CONTROL IN UTAH

ANNUAL REPORT

FY 2021



Utah Department of Health Tobacco Prevention and Control Program

Utah Department of Health  
Tobacco Prevention and Control Program

(877) 220-3466

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## LETTER FROM THE EXECUTIVE DIRECTOR

Although the global pandemic repeatedly disrupted normal work during FY 21, Utah's Tobacco Prevention and Control Program (TPCP) successfully continued their mission to use evidence based and promising practices to reduce illness, death, and disparities caused by commercial tobacco use.

Despite substantial progress in reductions in the social and economic burden of commercial tobacco use, more work remains to be done. Approximately 193,000 Utah adults (8.3%) currently smoke cigarettes<sup>1</sup> and each year more than 1,300 Utahns die because of smoking.<sup>2</sup> In addition, tobacco use costs Utah an estimated \$897.6 million in annual medical expenses and lost productivity.<sup>3</sup>

TPCP provides free cessation counseling services and nicotine replacement therapy to support quit attempts and makes every effort to improve availability and accessibility of these services, particularly to those who experience tobacco-related inequities. These services can be accessed through the TPCP's [waytoquit.org](http://waytoquit.org) website or the Utah Tobacco Quit Line at 1-800-QUIT-NOW. The TPCP works with partners across the state to increase access to cessation services and reduce initiation of commercial tobacco use.

Vaping among youth remains a major public health concern. Vaping creates a new generation of youth addicted to nicotine. TPCP continued to update its 'See Through the Vape' campaign to provide youth, young adults, and parents information about nicotine addiction, toxic chemicals in vape products, and help with quitting. TPCP also offers the 'My Life, My Quit' program, a youth-oriented program that provides access to quit coaches and other effective tools to quit vaping and other nicotine addictions.

During the year, TPCP filed an amendment to administrative rule [R384-415](#) as required by House Bill 23 Tobacco and Electronic Cigarette Amendments (2020). This rule takes innovative and important steps to prevent youth nicotine addiction by limiting the nicotine content to 3% in vaping product types most popular with youth. Utah is the only state in the nation to take this action. In addition, as required by Senate Bill 37 Electronic Cigarette and Other Nicotine Product Amendments (2020), the Youth Electronic Cigarette, Marijuana and Other Drugs Prevention Committee was formed. This committee unifies partners in health, prevention, public safety, and the community with the common goal to prevent youth from becoming addicted to harmful substances.

It is my pleasure to present the TPCP's FY21 Annual Report. We appreciate the support we have received from the Utah State Legislature in our efforts to make Utah the healthiest state through tobacco use prevention and helping those who are addicted to find the support to quit. We are grateful for our many partners and their commitment to our shared goals for a healthier Utah.

Sincerely,



Nate Checketts  
Executive Director  
Utah Department of Health

# HELPING TOBACCO USERS QUIT

Overcoming nicotine addiction is extremely difficult. On average, it takes tobacco users 8-11 attempts before they are able to quit for good. Without help, only 7-8% are successful at quitting.<sup>4</sup>

Seventy-one percent of Utah adults who smoke cigarettes want to quit smoking within a year and 56% report a serious quit attempt in the past 12 months.<sup>1</sup> To increase quit success, the Utah Department of Health Tobacco Prevention and Control Program (TPCP) offers a variety of free quit services. These resources are available to all Utahns through the TPCP's [waytoquit.org](http://waytoquit.org) website and the Utah Tobacco Quit Line at 1-800-QUIT-NOW. Following national trends, Utah saw a decline in requests for cessation services during the COVID-19 pandemic, possibly due to increased stress and anxiety, and a shift in prevention and healthcare priorities.



## FREE SERVICES AVAILABLE THROUGH THE UTAH TOBACCO QUIT LINE

- Phone calls with a quit coach
- Membership in an online quit community
- Nicotine replacement medications for adult tobacco users (18+) if no contraindications
- Text messaging
- Email support
- Booklet to help in the quitting process

Services are provided in English and Spanish, with translation available for all other languages and special programs for pregnant women, American Indian communities, and youth.

## Quit Service Utilization, FY 2021<sup>5</sup>

|   |   |
|---|---|
|    | <b>2,835</b><br>People Served Through the Quit Line               |
|  | <b>1,879</b><br>Quit Line Multi-Call Registrations                |
|  | <b>653</b><br>Web Quit Service Enrollments                        |
|  | <b>7,647</b><br>Average Monthly <i>Way to Quit</i> Website Visits |
|  | <b>160</b><br>Health Care Provider Referrals                      |
|  | <b>40</b><br>Partner Clinics that Referred to the Quit Line       |
|  | <b>28</b><br>Utah Counties Served                                 |

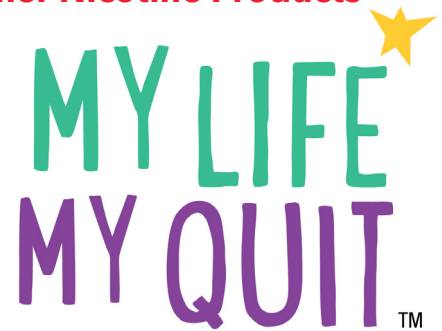
## TPCP Quit Services Increase Quit Success

- Since 2002, more than 100,000 Utah tobacco users enrolled in Tobacco Quit Line services; an additional 35,000 Utahns enrolled in web-based quit services.<sup>5</sup>
- Seven months after using the phone-based service, 30% of participants reported they had not smoked cigarettes for 30 days or longer and 96% reported they were satisfied with the quit services they received.<sup>5</sup>

## HELPING TOBACCO USERS QUIT

### New Program Helps Teens Quit Tobacco, Vape, and Other Nicotine Products

My Life, My Quit is a free service to help teens ages 13-17 quit vaping and use of other forms of tobacco. Intake staff collect parental consent for Utah teens. Tobacco cessation coaches receive extensive training on adolescent cognitive and psychosocial development. The first-year evaluation of the program showed 66% of youth survey respondents reported at least a 30-day abstinence from all forms of tobacco seven months after they began the program.<sup>5</sup>



When a teen participant enrolls, they receive:

- Five, one-on-one coaching sessions usually scheduled every 7-10 days. Coaching helps teens develop a quit plan, identify triggers, practice refusal skills and receive ongoing support for changing behaviors.
- Coaches are available by phone, by text message, or by online chat.
- Self-help and educational materials are designed for teens, with input from teens.

More information is available at [www.mylifemyquit.com](http://www.mylifemyquit.com).

### QuitSMART Utah: Connecting Low-Income Tobacco Users with a Telephone Quitline to Improve Access to Quit Services and Quit Success

Tobacco users are 13 times more likely to enroll in tobacco cessation treatment when they are directly connected to a quit line as opposed to encouragement to call on their own.<sup>6</sup> However, Utahns with low income or limited health insurance coverage may have limited access to treatments that work well. A research team from the Center for Health Outcomes and Population Equity (HOPE) at the University of Utah and Huntsman Cancer Institute received a 'Patient-Centered Outcomes Research Institute' (PCORI) grant to conduct a clinical trial to increase the reach and impact of tobacco cessation treatment in Utah's Community Health Centers. This grant project is known as QuitSMART Utah and is funded for six years.

The QuitSMART Utah Team partners with more than 30 of Utah's community health center clinics that offer primary care to low-income patients. The team worked with three vendors to integrate tobacco cessation screening and intervention (Ask.Advise.Connect) into the clinics' electronic health record systems. Six connections were established between the community health centers' systems and the Utah Tobacco Quit Line to allow clinics to send patient information electronically when a patient wants to receive tobacco cessation treatment.

The TPCP worked closely with the University of Utah research team to assist in planning and implementing QuitSMART Utah. The TPCP facilitated collaborations with the Utah Tobacco Quit Line and set up data sharing agreements between the Utah Tobacco Quit Line, the community health center clinics, and the University of Utah research team to ensure the study outcomes can be tracked when the project launches in FY 22.

# ANTI-TOBACCO ADVERTISING

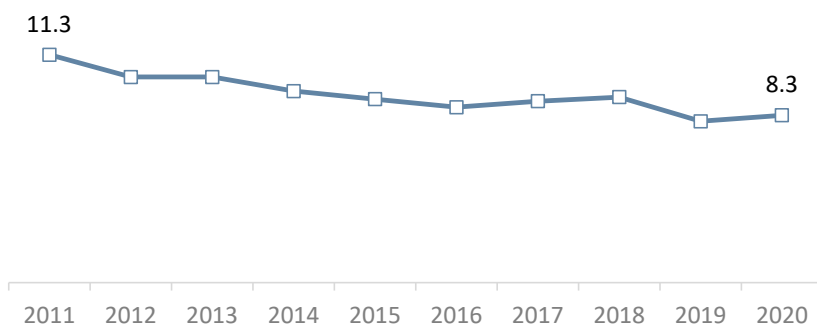
FY 21 was a busy year and presented many challenges for the TPCP’s media campaign. The most noteworthy challenge was navigating changes to our marketing strategy in the face of the ongoing COVID-19 pandemic. With major shifts in how Utahns worked, played, and attended school, we made sure to closely monitor any correlated shifts in attitudes and responses to our campaign materials so we could make appropriate adjustments, if needed. For example, we learned from tracking attitudes and behaviors around our digital campaign assets, that Utahns were somewhat more receptive to ads of encouragement and support than in the past.

Two top priorities in FY 21 were to finalize the implementation of our vaping prevention campaign rebrand—the campaign is now called [“See Through the Vape,”](#) and to finalize changes to our [waytoquit.org](#) website. We updated the contents and aesthetics of the website to make the site more user-friendly, and added additional tools and resources, including training resources for healthcare providers, and an interactive section where Utahns can share their quit stories. These changes, along with our other media efforts, which are described in more detail in this section, in line with TPCP’s

overarching goals to promote tobacco cessation resources, increase quit attempts, protect Utahns from the effects of secondhand smoke, elimination of health disparities among populations at greater risk for tobacco use.



## ▲ Percentage of Utah Adults Who Smoked Cigarettes, 2011-2020.<sup>1</sup>



Note: BRFSS rates in this graph are age-adjusted to the U.S. 2000 population.

**Since 2010, cigarette smoking in Utah declined by 27%.<sup>1</sup>**

*In 2020, 8.3% or 192,600 Utah adults reported current smoking. The 2020 Utah adult smoking rate is comparable to the 2019 rate of 8.0%.<sup>1</sup>*

*Declines in commercial tobacco use among all population groups depend on access to comprehensive, well-funded quit services, targeted marketing campaigns to educate about the dangers of tobacco use, and strong tobacco policies for all.<sup>7</sup>*



# ANTI-TOBACCO ADVERTISING

## TV & Radio

Broadcast marketing continues to be a central component of TPCP’s media strategy. Although digital and social media are used more and more to directly target specific audiences and demographics, the broad reach of television and radio make them crucial components of the TPCP’s comprehensive media campaign, especially as they continue to outrank all other media forms in their ability to influence consumer decisions.

In FY 21, TPCP developed and aired two new cessation ads, “Hourglass,” and “Stolen Moments,” as well as one vaping prevention ad, “Real Words.” During preliminary testing, these ads were shown to be very effective in promoting quit attempts by steering Utahns toward our cessation and vaping prevention tools. In addition to these ads, TPCP also utilized the Centers for Disease Control and Prevention’s Media Campaign Resource Center (MCRC) to procure previously tested Spanish and English cessation ads for radio.



## Digital & Social Media

Over the past several years, digital and social media have become increasingly important tools to reach our target audiences where they are. Unlike television and radio, which are typically used in specific settings during specific times, digital and social media are accessible to most people—as most people now have and use smartphones—at all times of the day, wherever they happen to be. Additionally, use of social media allows the TPCP to better promote behavioral change by tying our content in to the identities of those who see our messages. Robust and targeted digital and social media content creation also helps us reach Utahns who are at greater risk for tobacco product use. In FY 21, the TPCP created digital and social media content using material appropriated from our “Hourglass,” “Stolen Moments,” and “Real Words” ads. We also procured additional digital and social media content from the MCRC, and created and boosted dozens of social media posts tailored specifically

for our target audiences.

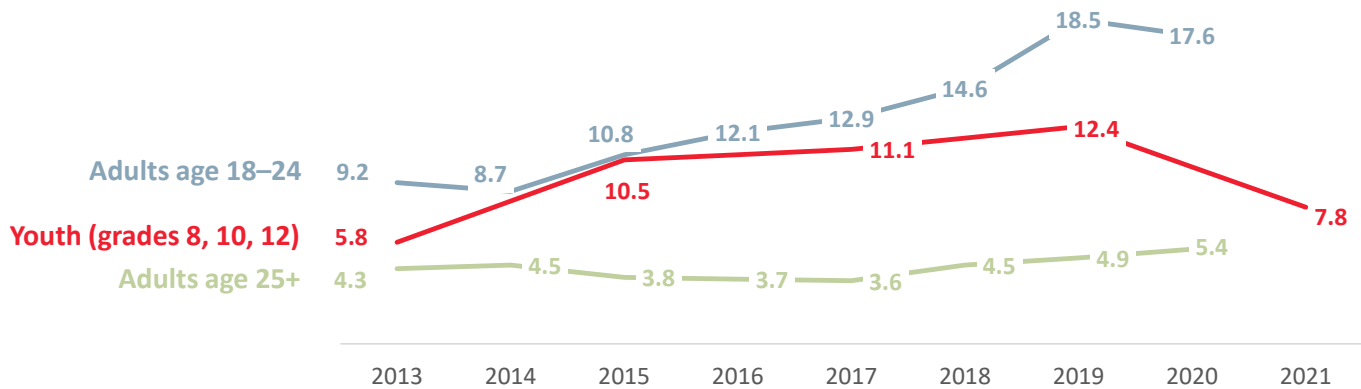




# VAPING AND NICOTINE ADDICTION

Despite recent declines in vaping, vape-related nicotine addiction among Utah youth and young adults remains an immediate public health concern. Devices that resemble data sticks or pens, kid-friendly flavors, and social media advertising contribute to high vaping rates among young people. Vape products often contain addictive nicotine salts with nicotine amounts that frequently exceed the nicotine concentration of an entire pack of cigarettes. Nicotine, whether smoked, vaped, or chewed interferes with brain development, and has lasting effects on cognitive abilities and mental health.<sup>8</sup>

▲ Percentage of Utahns Who Use Vape Products by Age Group, 2013-2021<sup>1,9</sup>

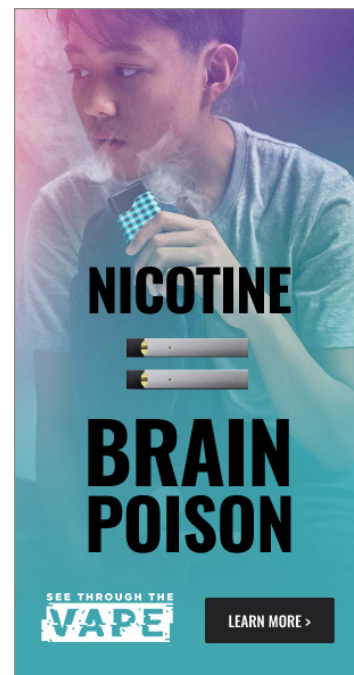


During the 2021 General Session, passage of SB189 doubled tobacco retail permit penalties for the sale of tobacco products, electronic cigarette products, or nicotine products to individuals younger than 21 and for permit violations. TPCP also filed amendments to administrative rule R384-415 as required by HB23 (2020). This rule prohibits a Utah tobacco retailer from selling a closed system vape product (such as a cartridge, pod, or disposable) with a concentration that exceeds 3% nicotine by weight per container.

This past year TPCP collaborated with the Utah Department of Environmental Quality, Division of Waste Management and Radiation Control, Hazardous Waste Management Program to develop [resources for both schools and tobacco retailers](#) to learn how to properly dispose of electronic cigarette products as hazardous waste.

To further address the youth vaping epidemic, the Utah State Legislature established the Youth Electronic Cigarette, Marijuana and Other Drug Prevention (YEMOP) Program housed in the TPCP and overseen by a multi-agency committee. The YEMOP Committee has been instructed to develop evidence-based guidelines for use of electronic cigarette, marijuana, and other drug prevention funds and to make policy recommendations to the legislature. Click here to view the [YEMOP Committee’s Legislative Report 2021](#).

Updates on the dangers of vaping and links to Utah’s free resources to quit vaping can be found on the TPCP’s “See Through the Vape” website at <https://seethroughthevape.org/>.



# PREVENTION OF YOUTH NICOTINE ADDICTION

Nicotine use during adolescence interferes with brain development, affects attention and learning, and increases susceptibility to addiction.<sup>10</sup> To prevent youth tobacco use, the TPCP supports:

- Enforcement of laws that prohibit retail tobacco specialty businesses from operating near schools and other community locations
- Enforcement of laws that prohibit the sale of tobacco, vape, and other nicotine products to those younger than 21
- Tobacco-free policies in schools and communities
- Youth involvement in policy development

## Involve Youth in Prevention

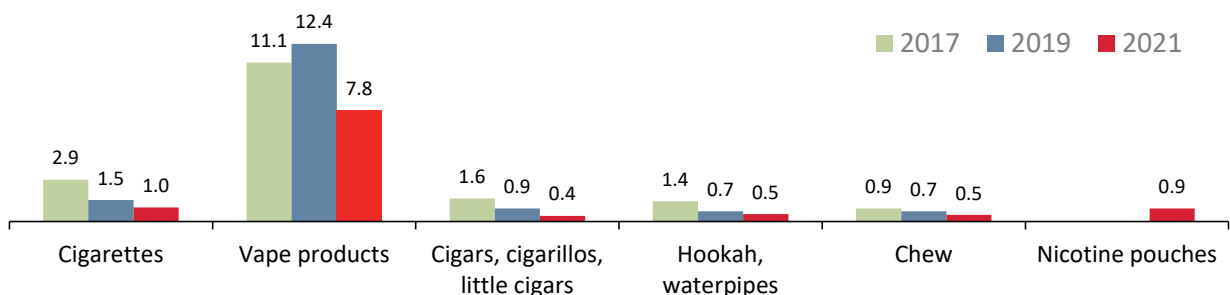
The Youth Advocacy Coalition is a collective effort of youth groups across Utah to create healthy communities. Tobacco prevention youth groups work with partners to create youth-friendly, tobacco-free communities through advocacy, education, and environmental change. In FY 21, Utah’s Island Teens Advocacy Team and Utah County’s OUTRAGE! youth advocates worked together to ensure school buses in two Utah County school districts display “no vaping or tobacco use” signs.



## Reduce the Sale of Tobacco/Nicotine Products to Those Younger Than 21

Utah’s local health departments (LHDs) reduce youth access to tobacco products through tobacco retailer education, retail permits, and compliance checks. Local tobacco retail permits and enforcement are needed to prevent tobacco product sales to those younger than 21 and to reduce the number of tobacco specialty stores which open or operate near schools and other community locations. In FY 21, LHDs conducted more than 1,200 tobacco retail compliance checks. During these checks 10.6% of tobacco retailers sold tobacco or vape products to Utahns younger than 21.<sup>11</sup> The illegal sales rate has increased over the past two years, possibly due to a recent increase in the minimum legal age to purchase tobacco from 19 to 21 and a decrease in checks during the COVID-19 pandemic.

### Percentage of Utah Students (Grades 8, 10, and 12) Who Used Tobacco, Vape, or Nicotine Products in the Past 30 Days, 2021.<sup>9</sup>



**In 2021, Utah students reported the lowest rates of tobacco, vape, and nicotine product use in the past five years.<sup>9</sup>**

*Vape product flavor restrictions, reduced access to tobacco products during COVID-19 related school closures, and lower survey response rates may have contributed to these declines.*

# ELIMINATION OF EXPOSURE TO SECONDHAND SMOKE

Secondhand smoke (SHS) contains toxic chemicals that cause cancer, heart, and respiratory diseases. Despite recent declines in cigarette smoking and further restrictions on tobacco use in public places, exposure to SHS remains a serious health risk for many Utah children and adults. In 2020:

- 2.9% of Utahns reported someone smoked cigarettes inside their home in the past week.<sup>1</sup>
- Utahns who live in rented homes were 63% more likely to be exposed to SHS at home compared with Utahns who live in owned homes.<sup>1</sup>
- 21.7% of Utah adults reported breathing SHS in the past week at indoor or outdoor locations.<sup>1</sup>

## Policies to Reduce Secondhand Smoke Exposure

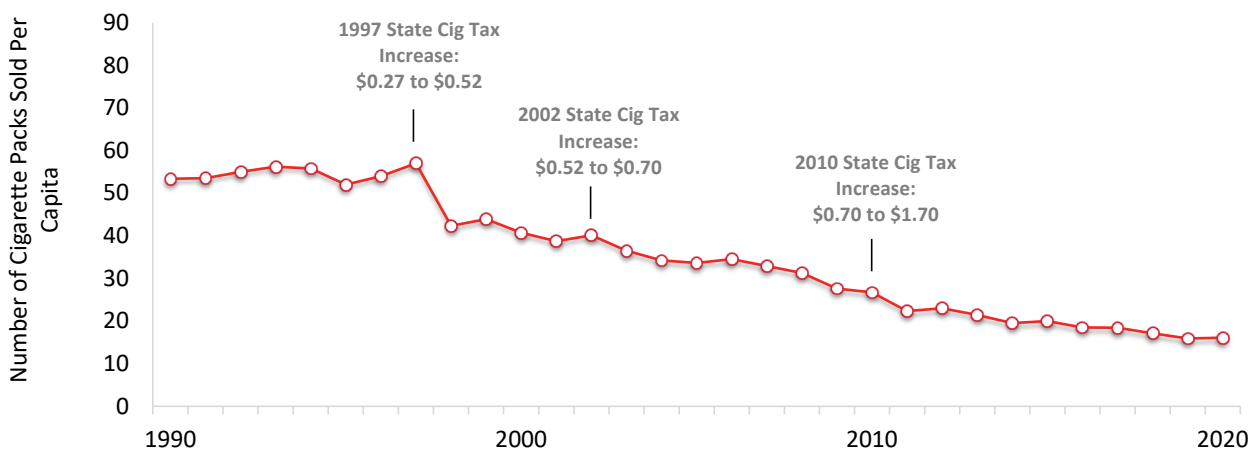
Laws and other regulations that ban tobacco use in public places reduce SHS-related diseases and help tobacco users quit. During FY 21, the TPCP’s local health department partners assisted:

- 131 work sites
- 35 health care facilities
- 78 multi-unit housing complexes

through passage or strengthening of tobacco- or smoke-free policies. TPCP partners continued to work with the Utah Apartment Association and their Good Landlord Program. Over the years, 315 housing managers and owners participated in this program. In addition, the TPCP published a Secondhand Smoke Guide for Residents, which includes information about secondhand smoke, assistance with how to address secondhand smoke exposure; suggestions on how to talk to a landlord, and help to locate a smoke-free community.



## Number of Cigarette Packs Sold per Capita in Utah, 1990-2020.<sup>12</sup>



**Utah’s annual per capita cigarette consumption decreased by 70% from 1990 to 2020 (from 53.4 packs per capita to 16.1 packs per capita).<sup>12</sup>**

State cigarette excise tax changes in 1997, 2002, and 2010 were followed by decreases in consumption in subsequent years. Strong tobacco-free policies, mass media education, and evidence-based quit programs further support declines in smoking.<sup>7</sup>



# REDUCTION OF TOBACCO RELATED DISPARITIES

Tobacco industry marketing disproportionately targets communities of color, rural communities, and people who identify as LGBTQ+ through tailored marketing techniques such as sponsorships, promotions of flavors such as menthol, and advertising/price discounts near schools. Higher tobacco use rates in these communities are further exacerbated through systemic disadvantages such as lower levels of healthcare coverage and access to treatment for nicotine dependence, less protection through secondhand smoke-related policies, and chronic stress.<sup>7</sup>

The TPCP works closely with community organizations and health care providers to better reach communities with high tobacco use rates and develop policies and services to reduce inequities.

## TPCP Community Networks

TPCP Community Networks serve people who are African American, American Indian/Alaska Native, Hispanic/Latino, and Pacific Islander across Utah. In FY 21, the networks continued to provide resources and education to strengthen and empower their communities and develop specific policy priorities. In FY 21, the Queen Center, which serves as the network for the Pacific Islander community, successfully worked with two school districts to add “no vaping on the bus” signs to school district transportation.

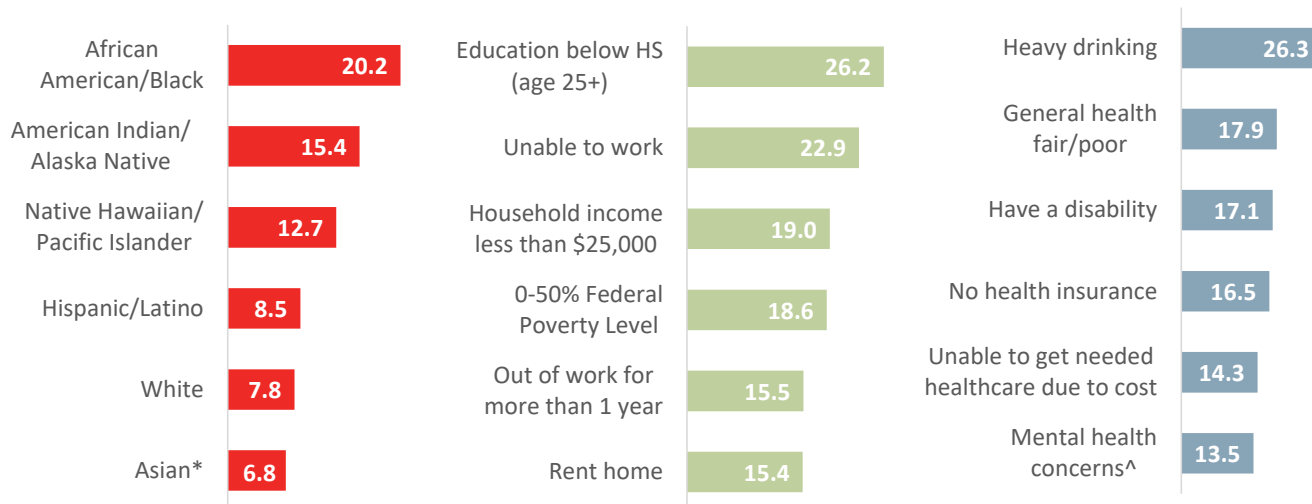
## AUCH Partnership

In FY 21, the Association for Utah Community Health (AUCH) provided tobacco cessation prescriptions to 435 community health center patients; 69 low-income or uninsured tobacco users received referrals to the Utah Tobacco Quit Line.<sup>13</sup>

## Medicaid Partnership

In FY 21, a partnership with Medicaid provided tobacco cessation services and/or quit medications to 844 general Medicaid clients and 595 pregnant women on Medicaid.<sup>14</sup>

### Percentage of Utah Adults Who Smoked Cigarettes by Race/Ethnicity, 2019-2020, and by Socio-economic and Health-related Factors, 2020.<sup>1</sup>



\* This estimate has a relative standard error of >30% and does not meet UDOH standards for reliability.

^ Mental health concerns refers to respondents who reported their mental health was not good for 7 or more days (out of the past 30 days).

# TPCP FUNDING—FY 21

## TPCP FY 21 State-based Funding Allocations

- Utah Tobacco Settlement Account: \$3,277,100; Utah Cigarette Tax Restricted Account: \$3,150,000; Utah Electronic Cigarette Substance and Nicotine Product Tax Restricted Account: \$4,672,581.

## Drawdown of Federal Funds

- The Synar amendment enacted by Congress in 1992 requires states to pass and enforce laws that prohibit the sale or distribution of tobacco products to individuals younger than age 21. The TPCP works with local health departments to educate retailers on tobacco laws and conduct annual retailer compliance checks. These efforts prevent underage tobacco sales and protect \$6.4 million in Synar block grant funding for the Utah Division of Substance Abuse and Mental Health.
- The TPCP secured \$1,047,005 in FY 21 funding from the Centers for Disease Control and Prevention (CDC).

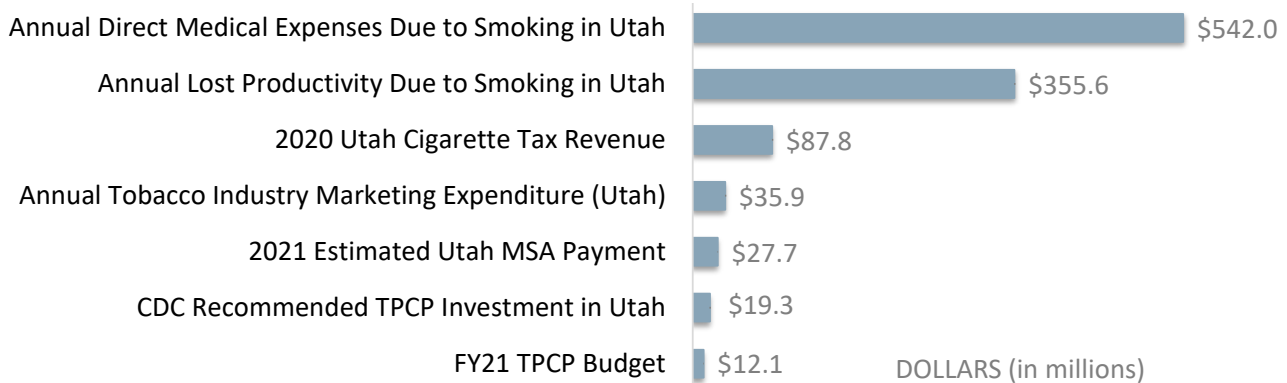
## In-kind Revenue: Campaign Added Value

- Media vendors donated approximately \$1.59 for every \$1 spent by the TPCP on anti-tobacco media buys including ad time, news specials, and other media events. The total added value for the TPCP media campaign was \$671,000 in FY 21.

## Tobacco-related Expenditures

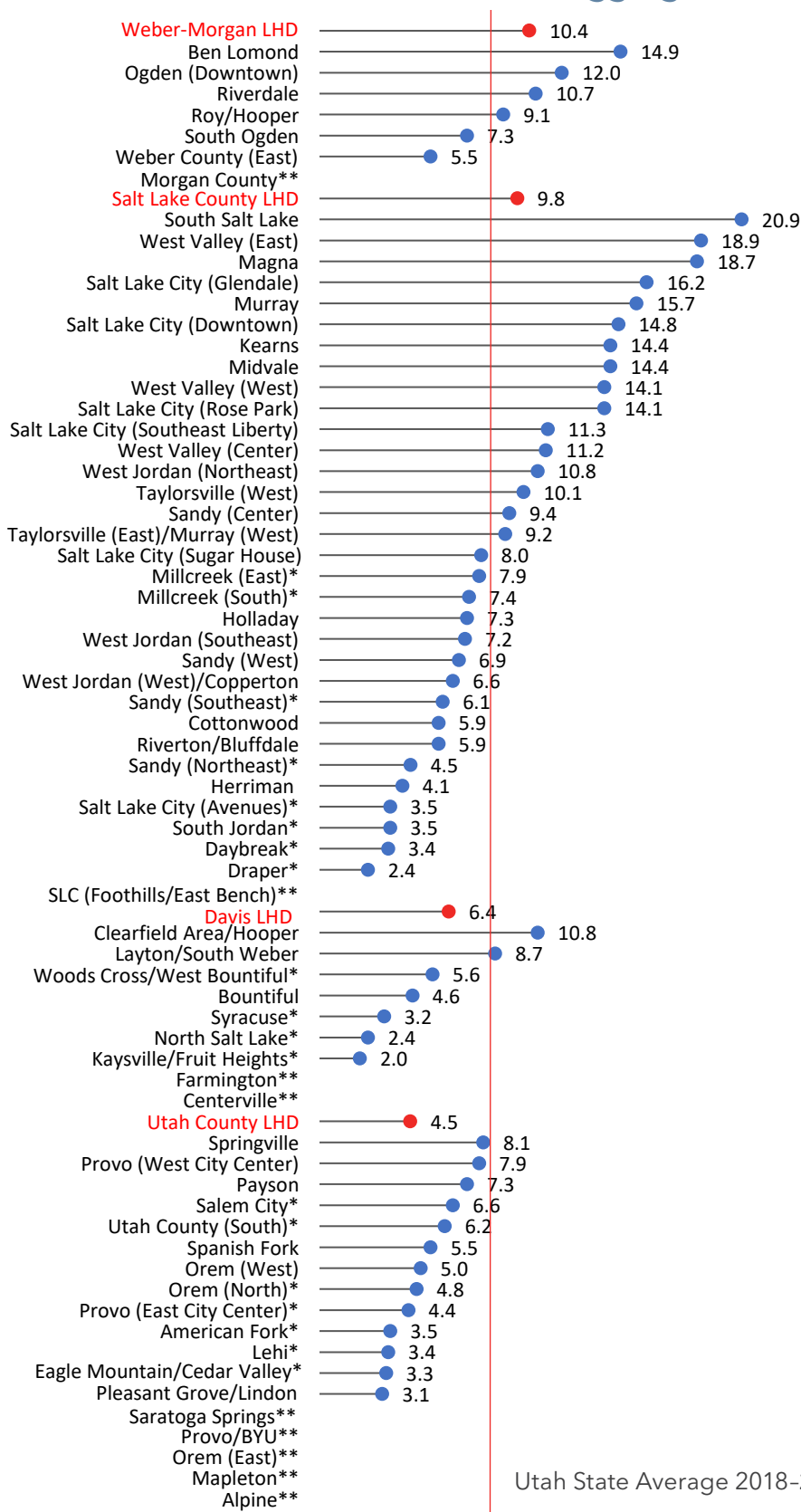
- In 2019, the tobacco industry spent an estimated \$35.9 million to market tobacco products in Utah and recruit new tobacco users.<sup>3</sup>
- In 2020, the Utah cigarette tax revenue was \$87.8 million.<sup>12</sup>
- The Utah 2021 Tobacco Master Settlement Agreement (MSA) payment was \$27.7 million.<sup>15</sup>
- The CDC recommends \$19.3 million annually be spent in Utah to reduce tobacco use.<sup>2</sup> At \$12.1 million, the TPCP was funded at approximately 60% of this recommended level.
- The total annual cost to Utah for medical expenses and lost productivity due to smoking is estimated at \$897.6 million.<sup>3</sup>
- Smoking costs the Utah Medicaid program an estimated \$125.9 million per year.<sup>3</sup>

### Estimated Annual Cost of Tobacco Use in Utah, FY 21<sup>2,3,12,15</sup>



# SMOKING BY LOCAL HEALTH DISTRICT AND UTAH SMALL AREA

## Percentage of Utah Adults who Smoked Cigarettes by Local Health District and Small Area, Wasatch Front, 2018-2020 (Aggregated Data, Age-adjusted)<sup>1</sup>



**Note:**

Local health districts are represented by red dots. Utah Small Areas within local health districts are represented by blue dots. Small area definitions can be found at <https://ibis.health.utah.gov/ibisph-view/pdf/resource/UtahSmallAreaInfo.pdf>

The TPCP uses Utah Small Area designations to identify and reach communities at greater risk for tobacco use.

At 20.9%, South Salt Lake has the highest smoking rate among Utah Small Areas along the Wasatch Front.<sup>1</sup>

At 2.0%, Kaysville/Fruit Heights has the lowest smoking rate among Utah Small Areas along the Wasatch Front and statewide.<sup>1</sup>

\* These estimates have relative standard errors of >30% and do not meet UDOH standards for reliability.

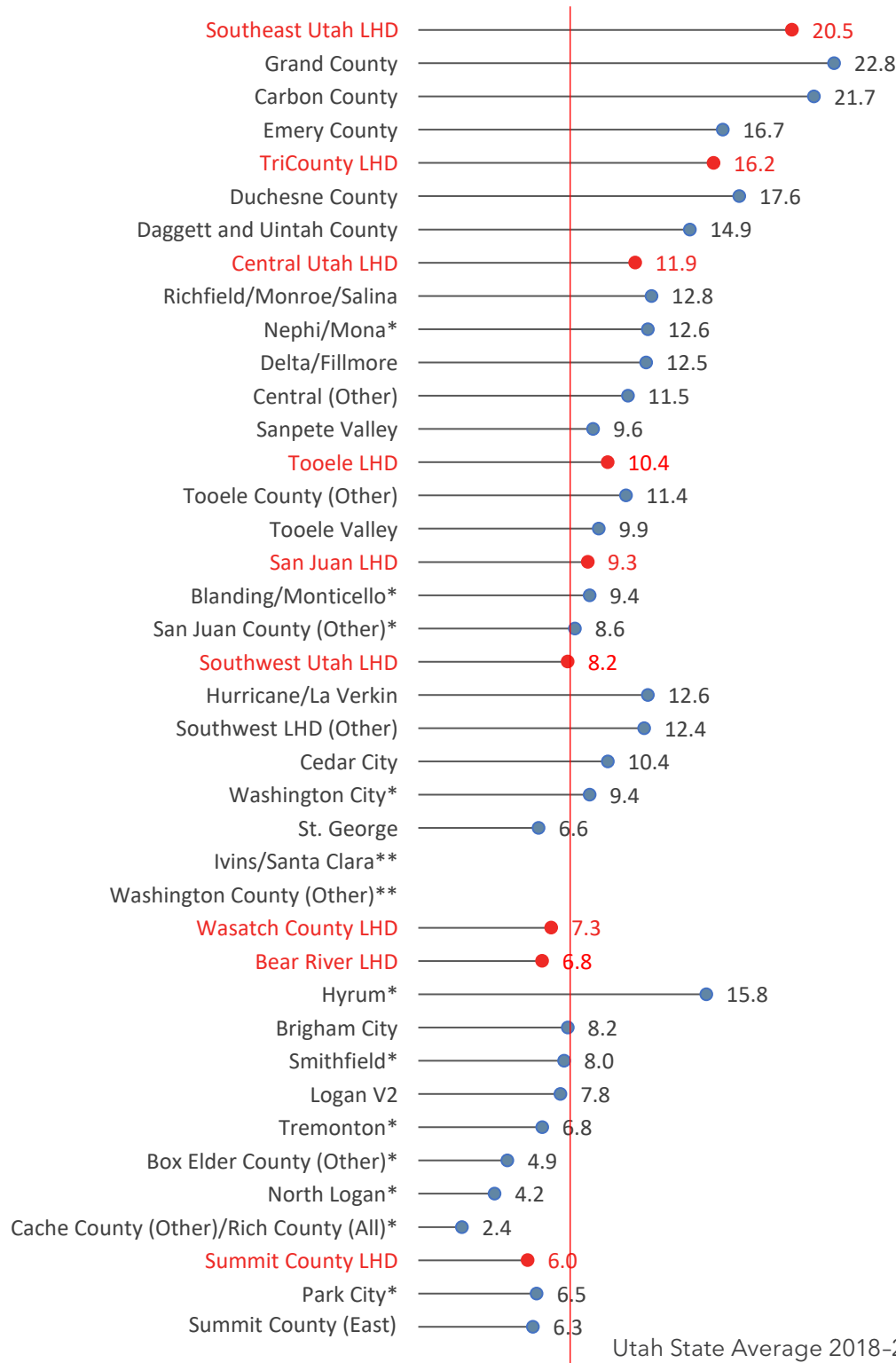
\*\* These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.

Utah State Average 2018-2020: 8.5%



# SMOKING BY LOCAL HEALTH DISTRICT AND UTAH SMALL AREA

## Percentage of Utah Adults who Smoked Cigarettes by Local Health District and Small Area, Non-Wasatch Front, 2018-2020 (Aggregated Data, Age-adjusted)<sup>1</sup>



**Note:**

Local health districts are represented by red dots. Utah Small Areas within local health districts are represented by blue dots. Small area definitions can be found at <https://ibis.health.utah.gov/ibisph-view/pdf/resource/UtahSmallAreaInfo.pdf>

At 22.8%, Grand County has the highest smoking rate among Small Areas outside of the Wasatch Front.<sup>1</sup>

At 2.4%, the Small Area of Cache County (Other)/ Rich County has the lowest smoking rate among Small Areas outside of the Wasatch Front.<sup>1</sup>

\* These estimates have relative standard errors of >30% and do not meet UDOH standards for reliability.

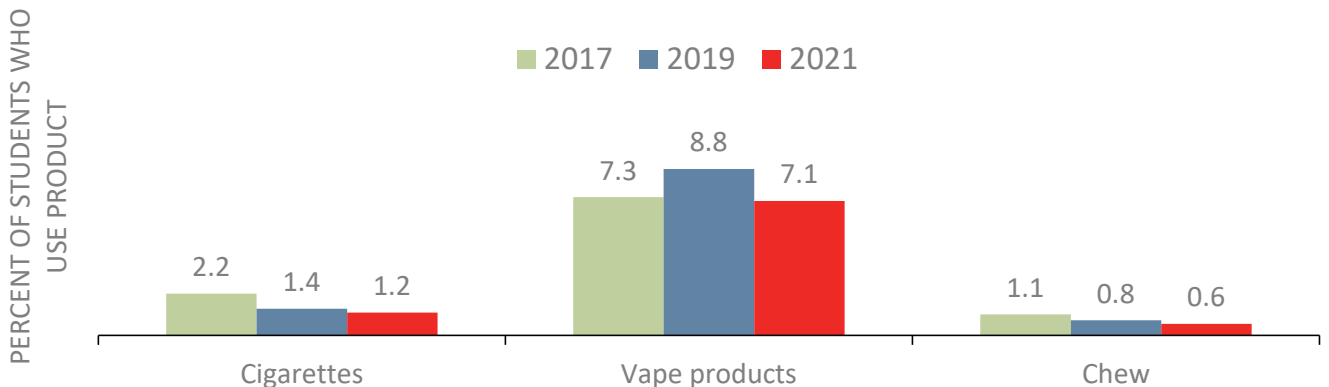
\*\* These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.



| Bear River Health District (BRHD) Tobacco Statistics   |       |       |
|--|-------|-------|
|  | BRHD  | STATE |
| <b>Cigarette Smoking</b>   |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 6.0%  | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 1.2%  | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 2.5%  | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 15.2% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 7.1%  | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 17.9% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 5.2%  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 3.1%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 22.5% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 60.3% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |       |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | 8.9%  | 10.6% |
| <b>Quit Service Utilization</b>  |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 111   | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 59    | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 61    | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | ^     | 233   |

\*NRT: Nicotine Replacement Therapy ^Count is 10 or less and has been suppressed.

▲ **Students (Grades 8, 10, 12) in BRHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>**



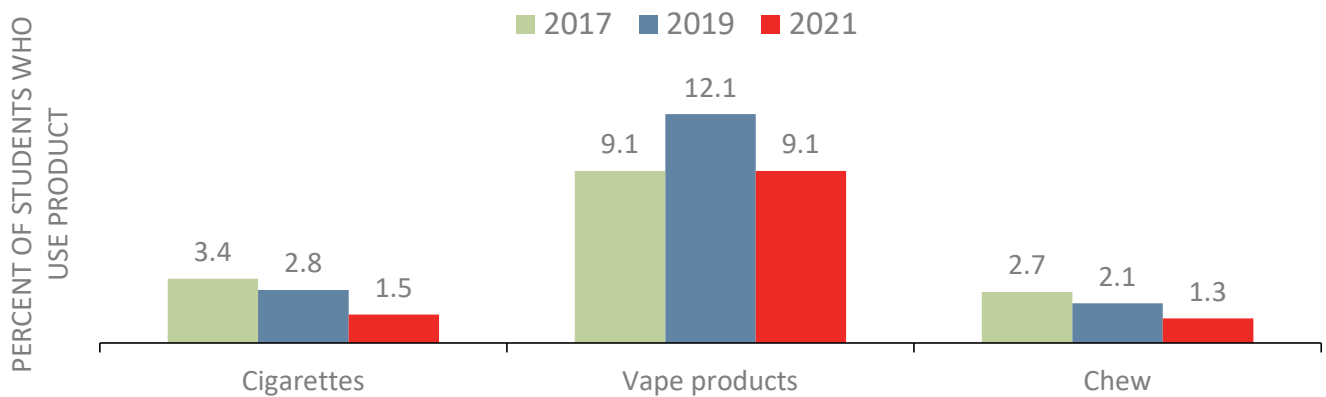


**Central Utah Health District (CUHD) Tobacco Statistics**

|  | CUHD  | STATE |
|--|-------|-------|
| <b>Cigarette Smoking</b>   |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 10.2% | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 1.5%  | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 4.4%  | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 21.0% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 9.1%  | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 20.1% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 6.5%  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 5.3%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 26.8% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 63.3% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |       |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | 8.9%  | 10.6% |
| <b>Quit Service Utilization</b>  |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 78    | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 47    | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 32    | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | ^     | 233   |

\*NRT: Nicotine Replacement Therapy ^Count is 10 or less and has been suppressed.

▲ **Students (Grades 8, 10, 12) in CUHD report declines in cigarette smoking and chew use since 2017. The 2021 vape rate is equal to the 2017 rate.<sup>9</sup>**



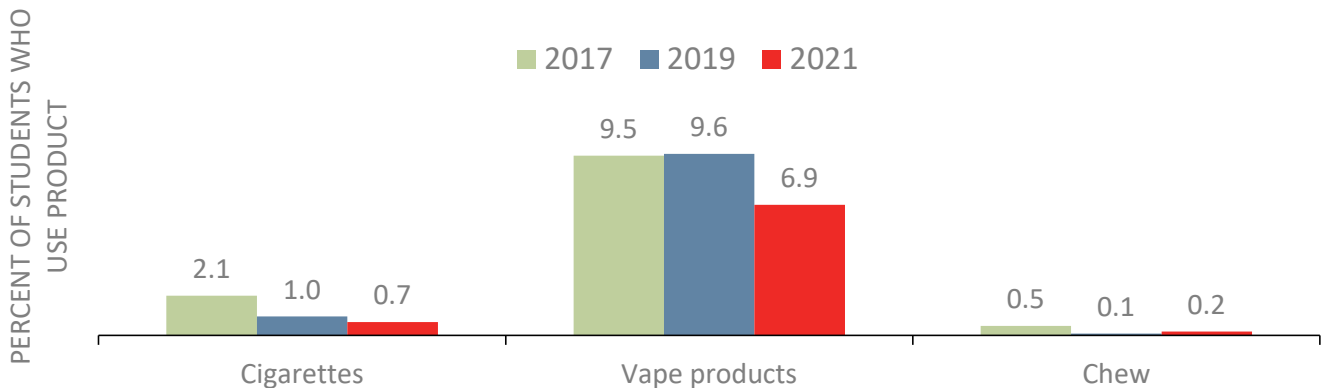




| Davis County Health District (DCHD) Tobacco Statistics                                       |       |       |
|--|-------|-------|
|  | DCHD  | STATE |
| <b>Cigarette Smoking</b>   |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 6.9%  | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 0.7%  | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 2.9%  | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 14.8% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 6.9%  | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 19.2% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 7.0%  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 1.9%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 19.5% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 70.2% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |       |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | 8.7%  | 10.6% |
| <b>Quit Service Utilization</b>  |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 191   | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 116   | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 97    | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | 18    | 233   |

\*NRT: Nicotine Replacement Therapy

▲ **Students (Grades 8, 10, 12) in DCHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>**



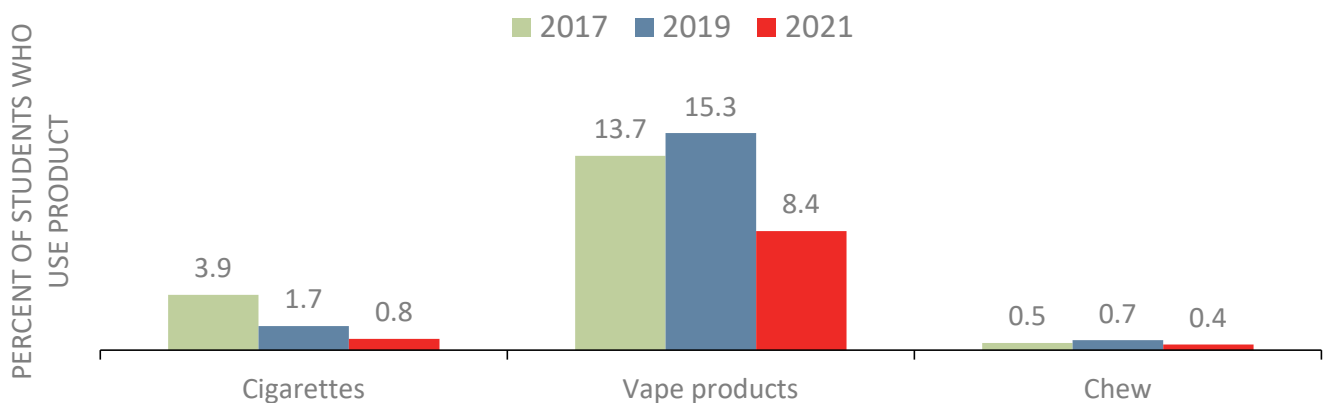


**Salt Lake County Health Department (SLCoHD) Tobacco Statistics**

|  | SLCoHD | STATE |
|--|--------|-------|
| <b>Cigarette Smoking</b>   |        |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 9.4%   | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 0.8%   | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 3.4%   | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |        |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 21.0%  | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 8.4%   | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 26.0%  | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 7.6%   | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 2.7%   | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |        |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 23.7%  | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |        |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 63.8%  | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |        |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | n/a    | 10.6% |
| <b>Quit Service Utilization</b>  |        |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 1,413  | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 726    | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 656    | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | 110    | 233   |

\*NRT: Nicotine Replacement Therapy

▲ **Students (Grades 8, 10, 12) in SLCoHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>**



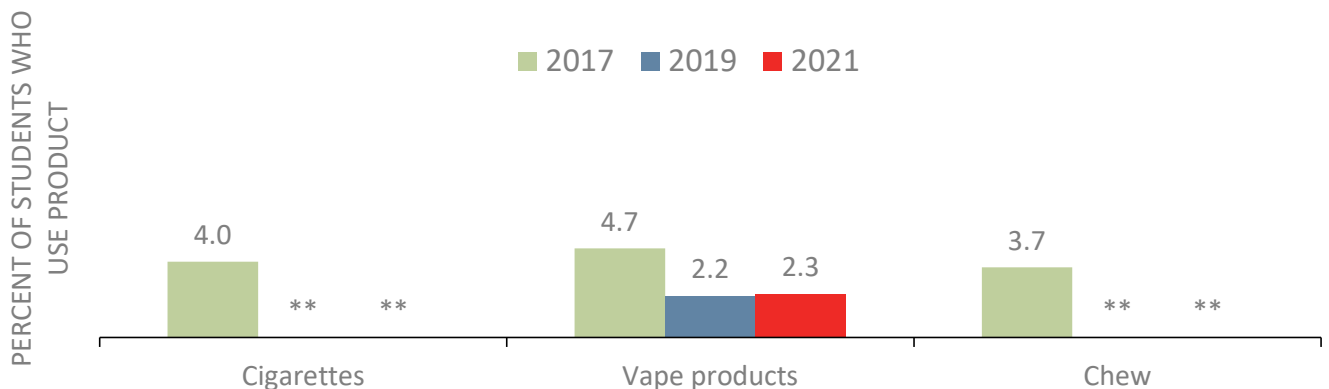


**San Juan Health District (SJPHD) Tobacco Statistics**

|   | SJPHD | STATE |
|---|-------|-------|
| <b>Cigarette Smoking</b>  |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>   | 3.8%* | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                             | **    | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>   | 2.6%  | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                   |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>    | 7.4%  | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                  | 2.3%  | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                   | 9.3%  | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                 | **    | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                       | 6.7%* | 3.0%  |
| <b>Secondhand Smoke Exposure</b>  |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>    | 14.8% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>   |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                           | 59.5% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>  |       |       |
| Illegal Tobacco Sales to Individuals Under the Age of 21 During Checks, FY 21 <sup>11</sup> | 10.7% | 10.6% |
| <b>Quit Service Utilization</b>   |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>  | ^     | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>           | ^     | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>          | ^     | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                | ^     | 233   |

\*NRT: Nicotine Replacement Therapy ^Count is 10 or less and has been suppressed.

▲ **Students (Grades 8, 10, 12) in SJPHD report a decline in vape product use since 2017.<sup>9</sup>**



\* These estimates have a relative standard error of >30% and do not meet UDOH standards for reliability.

\*\* These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.

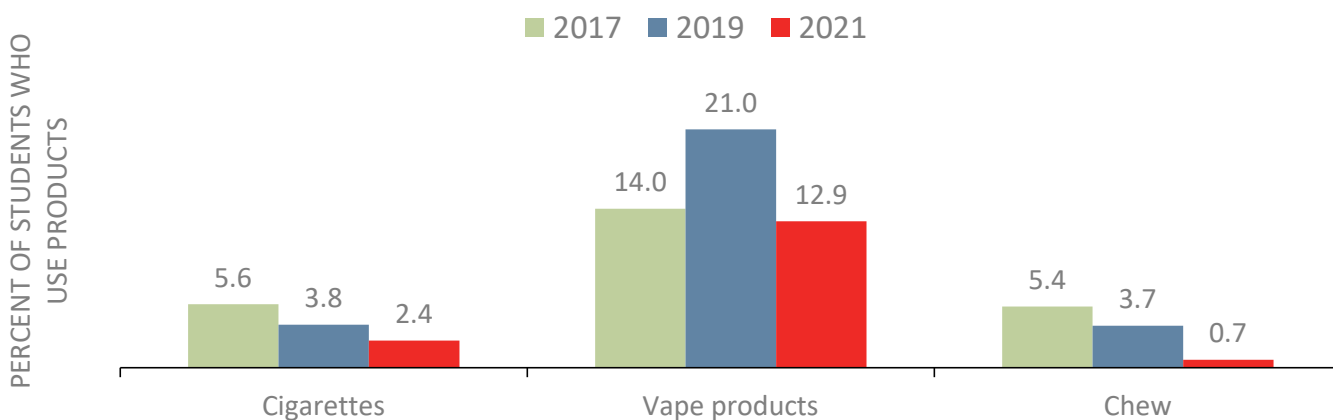


**Southeast Utah Health District (SEUHD) Tobacco Statistics**

|   | SEUHD | STATE |
|---|-------|-------|
| <b>Cigarette Smoking</b>  |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>   | 20.1% | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                             | 2.4%  | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>   | 14.8% | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                   |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>    | 27.2% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                  | 12.9% | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                   | 28.9% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                 | 6.0%  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                       | 9.3%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>  |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>    | 32.4% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>   |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                           | 74.2% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>  |       |       |
| Illegal Tobacco Sales to Individuals Under the Age of 21 During Checks, FY 21 <sup>11</sup> | 8.0%  | 10.6% |
| <b>Quit Service Utilization</b>   |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>  | 69    | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>           | 37    | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>          | 33    | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                | ^     | 233   |

\*NRT: Nicotine Replacement Therapy ^Count is 10 or less and has been suppressed.

**Students (Grades 8, 10, 12) in SEUHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>**





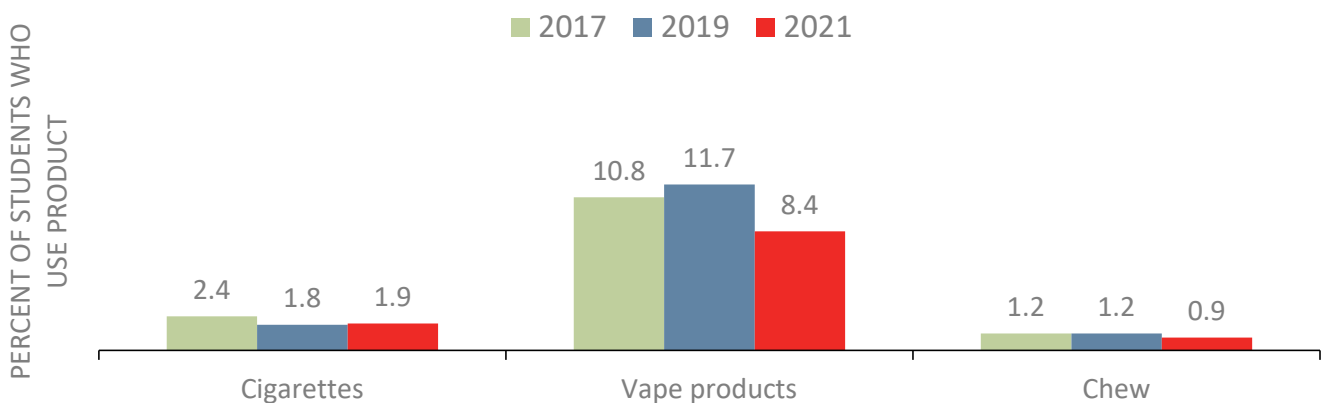


### Southwest Utah Public Health District (SWUPHD) Tobacco Statistics

|  | SWUPHD | STATE |
|--|--------|-------|
| <b>Cigarette Smoking</b>   |        |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 8.8%   | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 1.9%   | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 4.4%   | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |        |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 18.0%  | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 8.4%   | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 20.8%  | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 4.4%   | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 2.9%   | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |        |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 19.6%  | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |        |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 54.0%  | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |        |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | 16.3%  | 10.6% |
| <b>Quit Service Utilization</b>  |        |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 219    | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 117    | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 101    | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | 15     | 233   |

\*NRT: Nicotine Replacement Therapy

### Students (Grades 8, 10, 12) in SWUPHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>



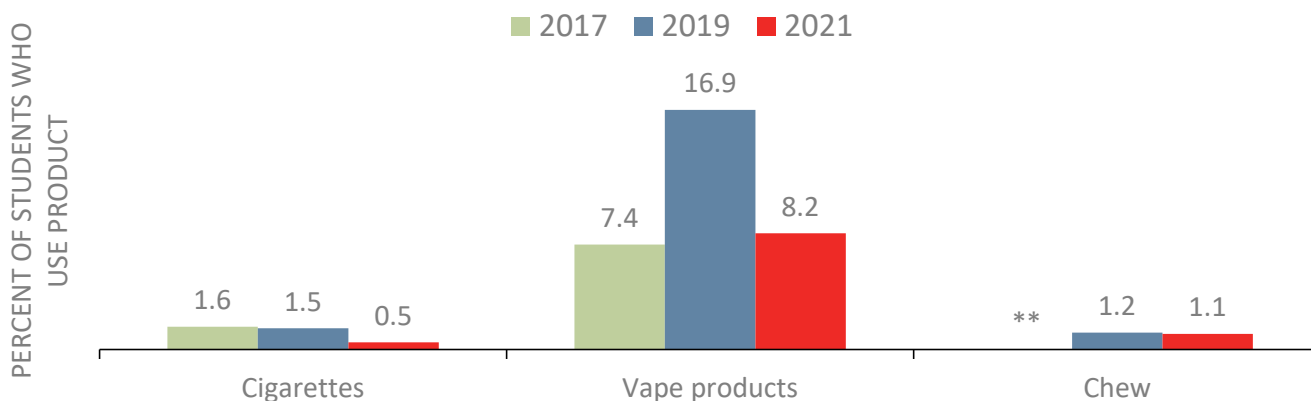


**Summit County Health District (SCHD) Tobacco Statistics**

|  | SCHD  | STATE |
|--|-------|-------|
| <b>Cigarette Smoking</b>   |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | **    | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 0.5%  | 1.0%  |
| Pregnant Women Smoking (2019-2020) <sup>16</sup>   | 1.9%  | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 19.8% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 8.2%  | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 23.8% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 10.4% | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 6.5%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 14.7% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 50.0% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |       |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | n/a   | 10.6% |
| <b>Quit Service Utilization</b>  |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 17    | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 11    | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | ^     | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | ^     | 233   |

\*NRT: Nicotine Replacement Therapy ^Count is 10 or less and has been suppressed.

▲ **Students (Grades 8, 10, 12) in SCHD report a decline in cigarette smoking since 2017. The 2021 vape rate is higher than the 2017 rate, but lower than the 2019 rate.<sup>9</sup>**



\*\* These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.

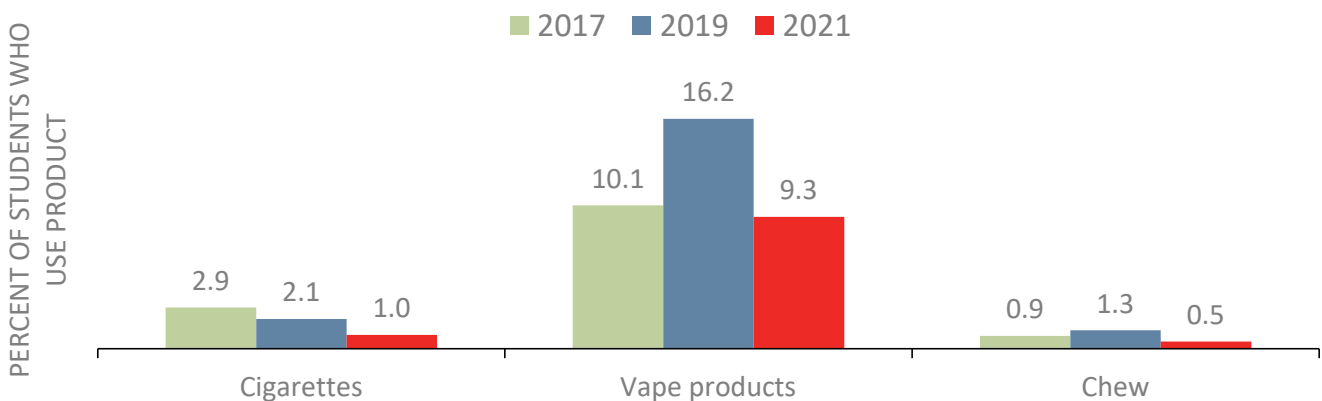


**Tooele County Health District (TCHD) Tobacco Statistics**

|  | TCHD  | STATE |
|--|-------|-------|
| <b>Cigarette Smoking</b>   |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 9.4%  | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 1.0%  | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 6.3%  | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 22.3% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 9.3%  | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 23.1% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 5.5%  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 3.4%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 21.6% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 65.0% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |       |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | 6.3%  | 10.6% |
| <b>Quit Service Utilization</b>  |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 88    | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 67    | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 55    | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | ^     | 233   |

\*NRT: Nicotine Replacement Therapy ^Count is 10 or less and has been suppressed.

▲ **Students (Grades 8, 10, 12) in TCHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>**

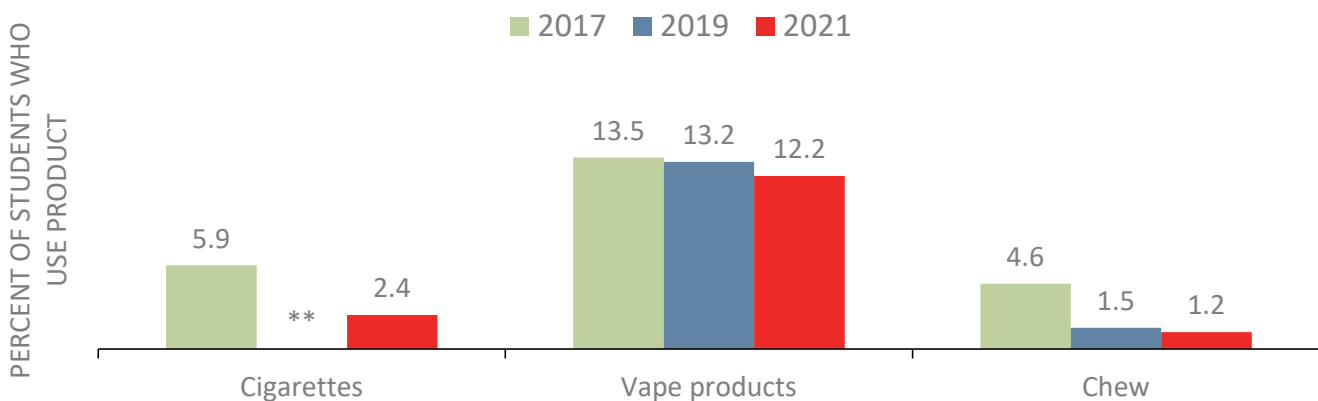




| TriCounty Health District (TRCHD) Tobacco Statistics   |       |       |
|--|-------|-------|
|  | TRCHD | STATE |
| <b>Cigarette Smoking</b>   |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 15.9% | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 2.4%  | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 11.7% | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 26.8% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 12.2% | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 24.8% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 6.8%  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 6.4%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 27.5% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 64.1% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |       |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | 2.2%  | 10.6% |
| <b>Quit Service Utilization</b>  |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 64    | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 35    | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 29    | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | ^     | 233   |

\*NRT: Nicotine Replacement Therapy ^Count is 10 or less and has been suppressed.

▲ **Students (Grades 8, 10, 12) in TRCHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>**



\*\* These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.





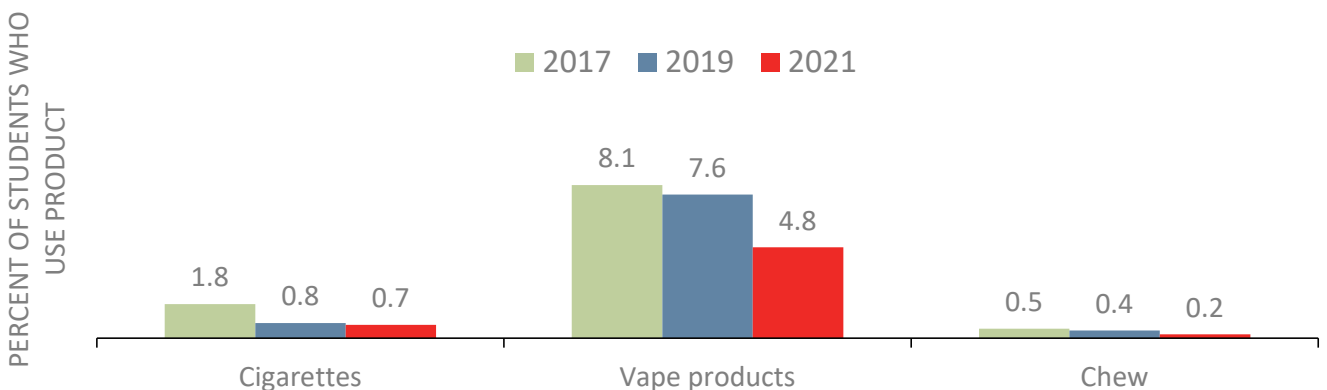
Health Department

**Utah County Health District (UCHD) Tobacco Statistics**

|  | UCHD  | STATE |
|--|-------|-------|
| <b>Cigarette Smoking</b>   |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 5.4%  | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 0.7%  | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 1.3%  | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 11.8% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 4.8%  | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 15.6% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 5.3%  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 2.8%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 18.4% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 57.3% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |       |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | n/a   | 10.6% |
| <b>Quit Service Utilization</b>  |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 280   | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 156   | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 137   | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | 30    | 233   |

\*NRT: Nicotine Replacement Therapy

▲ **Students (Grades 8, 10, 12) in UCHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>**

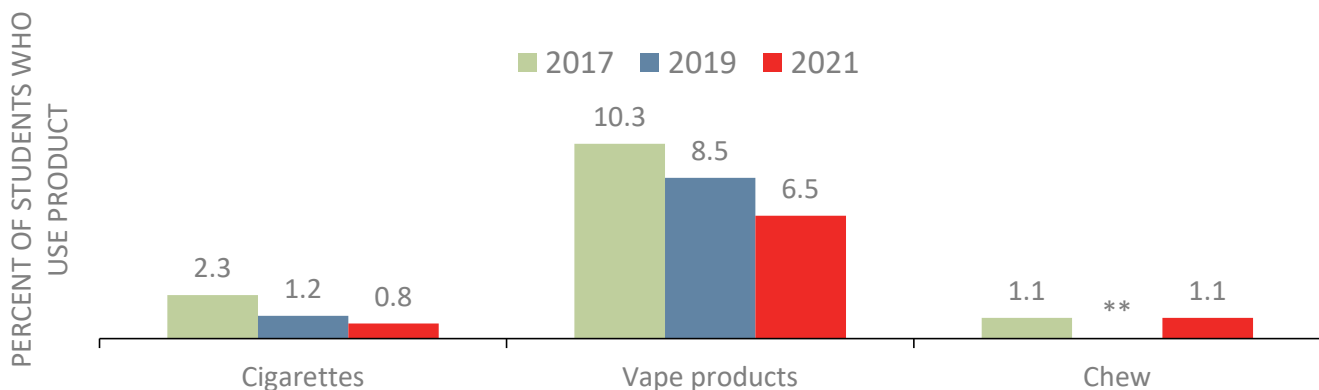




| Wasatch County Health District (WCHD) Tobacco Statistics                                     |        |       |
|--|--------|-------|
|  | WCHD   | STATE |
| <b>Cigarette Smoking</b>   |        |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 10.6%* | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 0.8%   | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 2.5%   | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |        |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 16.3%  | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 6.5%   | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 19.3%  | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 3.9%*  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 2.7%*  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |        |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 15.0%  | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |        |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 60.8%  | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |        |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | 4.0%   | 10.6% |
| <b>Quit Service Utilization</b>  |        |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 16     | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | ^      | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | ^      | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | ^      | 233   |

\*NRT: Nicotine Replacement Therapy ^Count is 10 or less and has been suppressed.

▲ **Students (Grades 8, 10, 12) in WCHD report declines in cigarette smoking and vaping since 2017. Chew use remained unchanged.<sup>9</sup>**



\* These estimates have a relative standard error of >30% and do not meet UDOH standards for reliability.

\*\* These estimates have been suppressed because the relative standard error was greater than 50% or could not be determined.

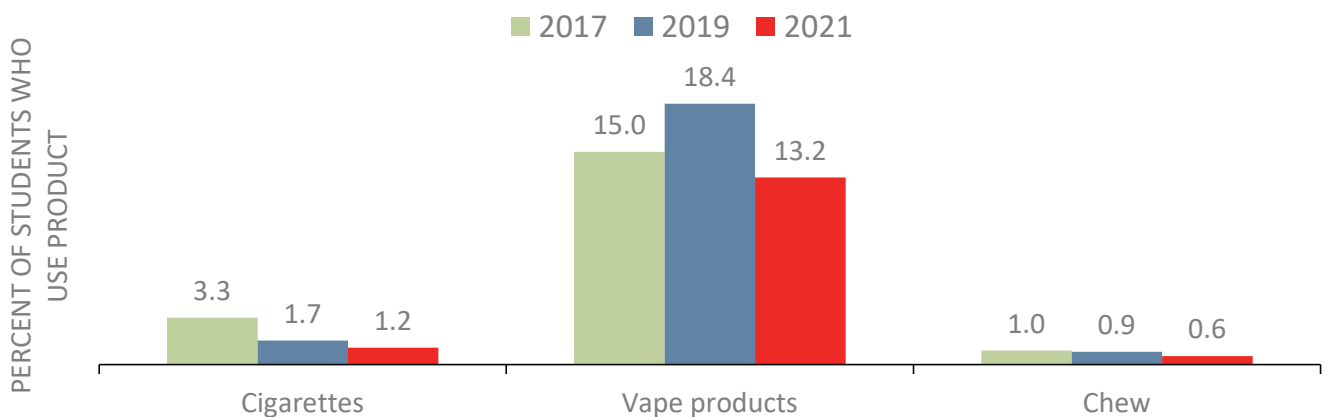


### Weber-Morgan Health District (WMHD) Tobacco Statistics

|  | WMHD  | STATE |
|--|-------|-------|
| <b>Cigarette Smoking</b>   |       |       |
| Adult Cigarette Smoking (2020) <sup>1</sup>  | 10.4% | 8.3%  |
| Youth Cigarette Smoking in Grades 8, 10, 12 (2021) <sup>9</sup>                              | 1.2%  | 1.0%  |
| Pregnant Women Smoking (2020) <sup>16</sup>  | 5.4%  | 3.3%  |
| <b>Use of Electronic Cigarettes and Smokeless Tobacco</b>                                    |       |       |
| Youth Experimentation with Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>     | 26.4% | 17.9% |
| Youth Use of Electronic Cigarettes in Grades 8, 10, 12 (2021) <sup>9</sup>                   | 13.2% | 7.8%  |
| Adult Experimentation with Electronic Cigarettes (2019-2020) <sup>1</sup>                    | 25.5% | 22.1% |
| Adult Use of Electronic Cigarettes (2019-2020) <sup>1</sup>                                  | 8.9%  | 6.7%  |
| Adult Use of Chewing Tobacco, Snuff, or Snus (2019-2020) <sup>1</sup>                        | 3.5%  | 3.0%  |
| <b>Secondhand Smoke Exposure</b>   |       |       |
| Adult Exposure to Secondhand Smoke Indoors/Outdoors in the Past Week (2020) <sup>1</sup>     | 18.6% | 21.7% |
| <b>Anti-tobacco Ad Recall</b>  |       |       |
| Anti-tobacco Ad Recall (TV) in the Past Month (2020) <sup>1</sup>                            | 66.5% | 62.7% |
| <b>Tobacco Retailer Compliance Check Results</b>   |       |       |
| Illegal Tobacco/Vape Sales to Individuals Younger Than 21 During Checks, FY 21 <sup>11</sup> | 10.5% | 10.6% |
| <b>Quit Service Utilization</b>  |       |       |
| Total Number of People Served (FY 21) <sup>5</sup>   | 282   | 2,835 |
| Number of Quit Service Users Who Enrolled in the Text Option (FY 21) <sup>5</sup>            | 157   | 1,542 |
| Number of Quit Service Users Who Enrolled in the Email Option (FY 21) <sup>5</sup>           | 141   | 1,365 |
| Number of Quit Service Users Who Chose Online-only NRT* (FY 21) <sup>5</sup>                 | 29    | 233   |

\*NRT: Nicotine Replacement Therapy

### ▲ Students (Grades 8, 10, 12) in WMHD report declines in cigarette smoking, vaping, and chew use since 2017.<sup>9</sup>



# THE BURDEN OF NICOTINE ADDICTION IN UTAH

Despite declining cigarette smoking rates, commercial tobacco use continues to present significant social and economic challenges in Utah. Due to the tobacco industry’s tailored marketing techniques, weaker tobacco-free policies, and limitations in access to preventive care and cessation services, tobacco use rates remain high among many Utah communities. Furthermore, vape products and other emerging nicotine products with innovative designs, enticing flavors, and extensive marketing through digital and social media have contributed to an increase in nicotine dependence among younger Utahns. Ongoing state and local tobacco prevention and control programs are needed to reduce tobacco use among all population groups and inform communities about new tobacco products, flavors, and the health risks associated with nicotine addiction.

## Tobacco and Vape Product Use

**192,600 (8.3% of Utah Adults)**

Utah adults who smoke cigarettes (2020)<sup>1</sup>

**107,000 (55.5% of Utah’s Current Cigarette Smokers)**

Utah adult smokers who made a serious quit attempt in the past year (2020)<sup>1</sup>

**38,200 (17.9% of Utah Teens)**

Utah teens who have tried vape products (2021)<sup>9</sup>

## Social and Economic Burden

**\$897.6 million**

Estimated annual medical expenses and lost productivity in Utah due to smoking<sup>3</sup>

**\$35.9 million**

Estimated annual tobacco industry marketing expenditure in Utah<sup>3</sup>

**1,340**

Estimated annual number of deaths in Utah due to cigarette smoking<sup>2</sup>

## TPCP Program Reach

**120,800 (62.7% of Utah’s Current Cigarette Smokers)**

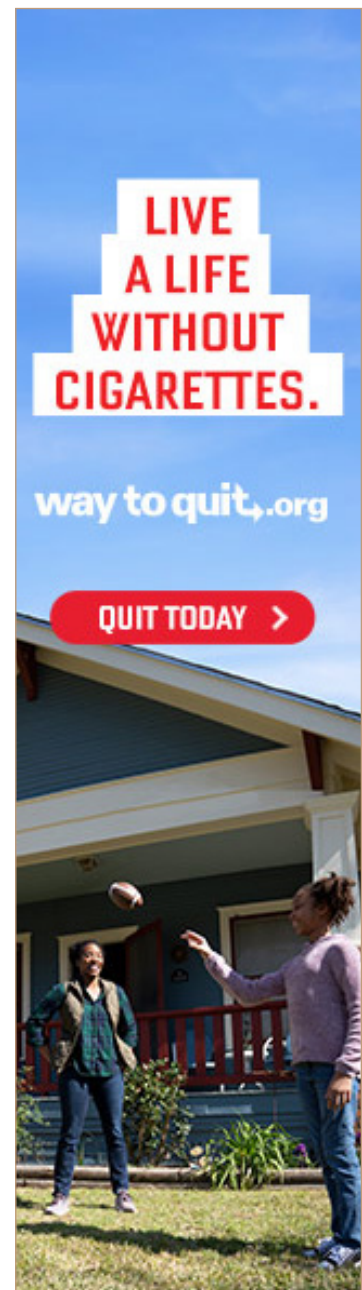
Utah smokers who recall seeing anti-tobacco ads on TV in the past 30 days (2020)<sup>1</sup>

**7,647**

Average monthly *Way To Quit* website visits (FY 2021)

**2,835**

Tobacco users who used Utah Tobacco Quit Line services (FY 2021)<sup>5</sup>





## TPCP PARTNERS

30

- American Cancer Society
- American Heart Association
- American Lung Association
- Association for Utah Community Health
- Behavioral Risk Factor Surveillance System
- Bear River Health Department
- Campaign for Tobacco-Free Kids
- Centers for Disease Control and Prevention
- Central Utah Public Health Department
- Centro Hispano
- Comagine Health
- Comunidades Unidas
- Commission on Criminal and Juvenile Justice
- Davis County Health Department
- Huntsman Cancer Institute
- Intermountain Medical Center
- March of Dimes
- Molina Healthcare
- National Jewish Health
- Primary Children's Hospital
- Project Success Coalition, Inc.
- R & R Partners
- RTI International
- San Juan Public Health Department
- Salt Lake County Health Department
- SelectHealth
- Southeast Utah Health Department
- Southwest Utah Public Health Department
- Steward Health Choice Utah
- Summit County Health Department
- The Queen Center
- The Urban Indian Center of Salt Lake
- Tooele County Health Department
- Tri-County Health Department
- University of Utah
- University of Utah Health
- University of Utah Health Plans
- Utah Apartment Association
- Utah Association of Local Health Departments
- Utah Chiefs of Police Association
- Utah County Health Department
- Utah Dental Association
- Utah Department of Environmental Quality, Division of Waste Management and Radiation Control, Hazardous Waste Management Program
- Utah Department of Health, Bureau of Epidemiology
- Utah Department of Health, Bureau of Health Promotion
- Utah Department of Health, Division of Maternal and Child Health
- Utah Department of Health, Medicaid
- Utah Department of Health, Office of American Indian/Alaska Native Health Affairs
- Utah Department of Health, Oral Health Program
- Utah Department of Human Services, Division of Substance Abuse and Mental Health
- Utah Department of Public Safety
- Utah Indian Health Advisory Board
- Utah Juvenile Court
- Utah Local Association of Community Health Education Specialists (ULACHES)
- Utah Medical Association
- Utah Office of Health Disparities
- Utah Office of the Attorney General
- Utah Parent Teacher Association
- Utah Prevention Advisory Council
- Utah State Board of Education
- Utah State Tax Commission
- Utah Substance Abuse and Mental Health Advisory (USAAV+) Council
- Utah Tobacco-Free Alliance
- Wasatch County Health Department
- Weber-Morgan Health Department

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